

MBPC3028 AGRICULTURAL INPUT MANAGEMENT (3-0-0)

Course Objectives:

1. Gain insights into the nature of demand, competition, and marketing frameworks for agricultural inputs, including seeds, fertilizers, pesticides, tractors, and water management technologies.
2. Learn about government policies, trade practices, pricing, distribution systems, and promotional strategies for agricultural inputs, with a focus on seeds, fertilizers, pesticides, and tractors.
3. Understand the marketing mix elements for each input category, including product, distribution, pricing, and promotion strategies, and explore emerging trends and technologies in input marketing
4. Develop strategies for sustainable input marketing, including client-specific promotion, joint promotion, interdependence of input markets

Module –I

Market for agricultural inputs-Nature of demand, promotional media, nature of competition, a framework for understanding the markets for inputs, agronomic potential, agro economic potential, effective demand, actual consumption.

Marketing of seeds-Government policy, product, trade practices in seed production, seed pricing, input costs, distribution system, management of seed distribution. proper storage of seeds, promotion, problems faced by seed industry, strategy for a seed enterprise, source of seeds, terms of transaction for seed procurements.

Module-II

Marketing of fertilizers-Nature of Indian fertilizer market, product, fertilizer distribution, marketing cost and margins, credit, dealer selection and management, fertilizer promotion and extension, promotional program, advertising in fertilizers, emerging marketing mix in fertilizer, extension strategy for the future, marketing of biofertilizers, strategies for fertilizer marketing.

Marketing of pesticides-Market profile, structure of industry, farmer behaviour, problems of farmers in pesticide purchase and usage, marketing mix, bio pesticides market development and promotion activities, problems in marketing of bio pesticides. Integrated pest management.

Module – III

Marketing of tractors-Segments in tractor market, market share, nature of demand, buyer behaviour, role of distribution, promotion, MNC's. Marketing of credit-Nature of market, market segment, market players, marketing mix, marketing options. Strategies for input marketing- Client and location specific promotion, joint promotion, interdependence of input markets, management of demands, developmental marketing, usp, extension services, ethics in business, sustainability. Management and optimization of water inputs Alternative farming technique such hydroponics, aquaponics, permaculture etc. Use of modern technology such as sensors, 'Smart fields', cloud services and the technology startup ecosystem for soil-water & crop management.

Course Outcomes:

- CO-1: Develop a comprehensive understanding of agricultural input markets, enabling effective decision-making and strategic planning in input procurement and distribution.
- CO-2: Acquire proficiency in developing and implementing marketing strategies for agricultural inputs, contributing to increased market penetration, sales, and profitability.
- CO-3: Understand and adapt to emerging trends and technologies in input marketing, ensuring competitiveness and sustainability in the agricultural input sector.
- CO-4: Promote sustainable input marketing practices, including the adoption of alternative farming techniques and modern technologies for soil-water and crop management, contributing to environmental sustainability and resource optimization in agriculture.

Books:

1. S. P. Seetharaman :Agricultural Input Marketing, Oxford & IBH Pub. Co.
2. C. S. G. Krishnamacharyulu: Rural Marketing : Text and Cases, Pearson Education India
3. Mahapatra S., Management of Agricultural Inputs, New India Publishing Agency, Delhi
4. Pingali Venugopal (2014). Agri-input Marketing in India, SAGE Publication; 1st Edition
5. S. S Acharya, N. L Agarwal (2012) Agricultural Marketing in India, Oxford &Ibh Publishing Co. Pvt Ltd.; 6th Edition